

The copy, *written*.

The diagnostic said what was missing. This is the missing material itself: rewritten metadata for every existing page, the two time-critical legal-update articles in English and Portuguese, the nationality service page in full, FAQ markup, and advertising copy that clears both the Ordem dos Advogados and Meta's personal-attributes policy.

READY TO PASTE 6 meta sets · 3 long-form pages	LANGUAGES English and Portuguese
AD ASSETS Google RSA · Meta · GBP	STATUS Draft — requires lawyer review

A

Before you publish any of this

Three conditions. The third is the one that matters most.

Everything in this pack is drafted to be published, but none of it should be published unreviewed. That is not boilerplate caution — the diagnostic's own argument was that Navi's advantage over the consultancy content farms is a named, qualified lawyer standing behind every claim. Publishing unreviewed legal copy would spend exactly the asset the strategy is built on.

1. Diana reviews every legal statement

The copy below reflects public reporting on Lei Orgânica 1/2026 and Law 61/2025 as of 6 August 2026. It is market-research quality, not primary-source quality. Every substantive legal proposition needs checking against the instrument as published in the *Diário da República* before it goes live under a lawyer's name.

2. The Portuguese draft needs a native legal reader

The Portuguese article is written in European Portuguese for an audience that is predominantly Brazilian. That is a deliberate and slightly awkward register: the legal vocabulary must be PT-PT because the law is Portuguese, while the framing has to land for readers who use Brazilian constructions. A native Portuguese legal professional should read it before publication — particularly the registry and procedural terms.

3. Confirm the advertising position with the Ordem

The ad copy in section F is written to stay well inside the constraints described in the diagnostic — no speed promises, no success claims, no direct invitations to contact. It is deliberately conservative. Confirm the General Council's current position before the first campaign goes live.

OPEN VERIFICATION ITEMS

Secondary sources disagree on four specific points. Each is flagged again at the place it appears in the copy, marked **VERIFY**. Resolve all four against the primary instrument before publishing:

1. **The prior CPLP baseline.** Most sources describe the reform as raising a uniform five-year requirement to ten years generally and seven for EU and CPLP nationals. At least one describes the CPLP figure as moving from three years to seven. The draft is written to the majority reading, with the sentence isolated so it can be corrected in one edit.
2. **Children born in Portugal.** Reported variously as requiring one parent to have completed three, four or five years of legal residence at the time of birth. The draft currently states five and flags it.
3. **Transitional provisions.** Reporting states the law does not specify grandfathering for applications already in progress. This is the single question most readers will have, so its answer must be exact.
4. **The great-grandchild route.** Described as five years' legal residence plus demonstrated effective connection to the Portuguese community. The evidentiary standard for that connection needs confirming.

Why flagging beats guessing

The diagnostic noted that the public record on this reform is full of half-correct articles describing versions of the law that never took effect — because the bill was approved, partly struck down by the Constitutional Court, redrafted and re-approved across seven months. That is precisely why an accurate, lawyer-verified explainer is worth so much right now, and why it would be self-defeating to add another confidently-wrong article to the pile. The four flags above are the difference between the two.

B

Metadata rewrites

Fixes MET-01 through MET-05 for the six pages that exist today. Twenty minutes of work, and the largest cheap win in the diagnostic.

Character counts are given because both fields truncate. Titles are kept at or under 60 characters and descriptions between 140 and 155, which is where they survive intact in most result layouts.

PAGE	TITLE TAG	META DESCRIPTION
Home /	Immigration Lawyers in Portugal — Navi 38 chars	Portuguese law firm advising foreign nationals on residency, nationality, civil registry, tax and property. Regulated by the Ordem dos Advogados. 146 chars
Services /service	Legal Services for Foreign Nationals in Portugal — Navi 54 chars	Residency and visas, Portuguese nationality, civil registry, tax and social security, property and corporate law — handled by a qualified advogada. 147 chars
About /about	About Navi — Immigration & Nationality Law, Portugal 51 chars	Founded by Diana Silva Andrade, with over ten years in Portuguese immigration, nationality and tax law. Católica Porto graduate, former Big Four. 145 chars
Contacts /contacts	Contact Navi — Immigration Lawyers, Portugal 43 chars	Speak with a Portuguese immigration and nationality lawyer. Consultations in English and Portuguese, Monday to Friday, 9am to 6pm. 130 chars
Insights /insights	Portuguese Immigration & Nationality Law Updates — Navi 54 chars	Analysis of Lei Orgânica 1/2026, Law 61/2025 and what they change for residents of Portugal. Written and reviewed by a practising advogada. 139 chars
Privacy /privacy	Privacy Policy — Navi 21 chars	How Navi collects, uses and protects personal data under the GDPR, including retention periods and your rights as a data subject. 129 chars

Replace the existing values field for field. Set `og:title` to match each `<title>` and `og:description` to match each meta description.

New pages from the content plan

PAGE	TITLE TAG	META DESCRIPTION
Nationality pillar <code>/portuguese-nationality</code>	Portuguese Nationality Lawyer — 2026 Rules — Navi 48 chars	Naturalisation now requires ten years' residence, or seven for EU and CPLP nationals. What the 2026 rules require, and how applications are prepared. 150 chars
Reform explainer (EN) <code>/insights/nationality-law-2026</code>	Lei Orgânica 1/2026: What Changed for Citizenship 48 chars	Portugal's nationality reform took effect on 19 May 2026. What changed, who it affects, which routes are untouched, and what the residency clock means. 152 chars
Reform explainer (PT) <code>/pt/insights/lei-nacionalidade-2026</code>	Nova Lei da Nacionalidade 2026: O Que Mudou 43 chars	A Lei Orgânica 1/2026 entrou em vigor a 19 de maio. O que mudou para cidadãos da CPLP, que prazos se aplicam e como se conta o tempo de residência. 146 chars

For the pillar and article pages drafted in sections D and E.

ALSO CHANGE, IN THE SAME PASS

Set `og:locale` to `en_GB` on English pages and `pt_PT` on the Portuguese tree. Correct `<html lang>` to match. Replace the 512×512 `og:image` with 1200×630 cards. And correct the two typos — success in `og:title` and Transparecy in the values block — which are unrelated to this table but live in the same templates.

Article 01 – English

The flagship piece. Publish this first; the freshness window on it is the most valuable asset Navi currently has access to.

Structured to the template from the diagnostic: question-shaped H1, a self-contained answer paragraph in the first 30% of the page, visible review date and byline, statute cited by name and number, exclusions stated before inclusions, and an FAQ block for `FAQPage` markup. Roughly 1,450 words.

PASTE-READY · /INSIGHTS/NATIONALITY-LAW-2026

EN · ~1,450 WORDS

What Lei Orgânica 1/2026 changed about Portuguese citizenship

By Diana Silva Andrade, Advogada · Ordem dos Advogados
reg. [number] · Last reviewed [date]

In short: Lei Orgânica n.º 1/2026 came into force on 19 May 2026. It raises the legal residence required for Portuguese naturalisation from five years to **ten years** for most nationalities, and to **seven years** for EU and CPLP nationals. The residence clock now runs from the date the first residence permit was *issued*, not from the date it was applied for. Citizenship by descent from a Portuguese parent or grandparent is unchanged.

Portugal spent seven months changing its nationality law, and the process was public and messy. Parliament approved a version in October 2025. On 15 December 2025 the Constitutional Court found four of its provisions unconstitutional and sent it back. Parliament redrafted, removed or revised those provisions, and re-approved the bill on 1 April 2026 with a two-thirds majority. The President signed it on 3 May 2026, and it took effect on 19 May 2026.

That history matters for a practical reason: a great deal of what is currently written online describes versions of this law that never came into force. If you read something about the reform between June 2025 and April 2026, there is a reasonable chance it is now wrong. What follows describes the law as it actually applies to applications submitted on or after 19 May 2026.

What changed

ROUTE	BEFORE	FROM 19 MAY 2026
Naturalisation — most nationalities	5 years' legal residence	10 years' legal residence
Naturalisation — EU and CPLP nationals	5 years' legal residence	7 years' legal residence
When the clock starts	Date of residence permit application	Date the first residence permit was issued
Child of a Portuguese citizen	Automatic at birth	Unchanged
Grandchild of a Portuguese citizen	A2 language, effective connection	Unchanged
Great-grandchild of a Portuguese citizen	No route	New route — 5 years' legal residence plus demonstrated connection
Sephardic descent	Available	Closed
Criminal conviction bar	Higher threshold	Ineligible where sentenced to 3 years or more

The clock change is the part people miss

The headline is the move from five years to ten. The provision that will actually surprise people is the second one: residence is now counted from the date your first residence permit was issued, rather than from the date you applied for it.

Because of the backlog AIMA inherited from SEF, the gap between those two dates has frequently been a year or more. Someone who applied for a permit in early 2022 and received it in mid-2023 has, under the new counting rule, lost that intervening period. It does not count as legal residence for naturalisation purposes even though they were lawfully in Portugal throughout.

The law also tightens what counts as residence: only periods supported by a valid residence or work permit are included. Time spent waiting on an expression of interest, or on a pending application without an issued title, is not residence for this purpose.

If you are planning around a specific date, the practical first step is to find the issue date printed on your first residence card — not the date you filed, and not the date you arrived in Portugal. That is now the date that matters.

Who this does not affect

The reform is narrower than the coverage suggests. It changes naturalisation — the route based on time lived in Portugal. It leaves the two main descent routes alone:

- **Child of a Portuguese citizen.** Citizenship still transmits at birth where one parent was Portuguese at the time you were born. No residence requirement, no language requirement, no change.
- **Grandchild of a Portuguese citizen.** The A2 CIPLE language requirement and the requirement to demonstrate an effective connection to the Portuguese community both remain as they were. No change.

If your claim runs through a Portuguese parent or grandparent, this reform does not alter your position. Processing times at the Conservatória dos Registos Centrais are also unaffected by the law itself — the reform changed eligibility, not administrative capacity.

The new great-grandchild route

The reform added a route that did not previously exist. Great-grandchildren of Portuguese citizens may now qualify where they have lived legally in Portugal for at least five years and can demonstrate a genuine connection to the Portuguese community.

This is a meaningful opening for families whose Portuguese ancestry sits one generation further back than the existing rules reached — particularly in Brazil, where three- and four-generation descent from Portuguese emigrants is common. It is, however, a residence-based route rather than a pure descent route: five years of legal residence in Portugal is a precondition, which makes it a very different proposition from the parent and grandparent paths.

What about applications already in progress?

This is the question almost everyone asks first, and it deserves a precise rather than a reassuring answer.

The reform applies to applications submitted on or after 19 May 2026. Reporting on the final text indicates it does not set out explicit transitional protection for people who were resident under the previous rules but had not yet applied. If you had already submitted a complete application before that date, your application falls under the previous framework. If you were resident and counting toward five years but had not yet filed, your position depends on the precise transitional wording.

That distinction is worth taking seriously rather than assuming. It is the single most consequential point in the reform for people already living in Portugal, and it turns on the exact text rather than on general principle.

What to do with this

- **Find your permit issue date.** Not your application date. This is now the start of your count.
- **Check which category you are in.** EU and CPLP nationals are on the seven-year track; everyone else is on ten.
- **Check whether you have a descent claim.** A Portuguese parent or grandparent changes the analysis entirely, and those routes were not touched.
- **Recalculate before you make plans that depend on the old date.** Property purchases, school decisions and job changes are frequently timed against a citizenship date that has now moved.

Common questions

Does the ten-year rule apply to Golden Visa holders?

The reform concerns the pathway to citizenship, not residency rights. Golden Visa holders keep their residence rights, renewals, travel rights and family reunification as before. What changes is the naturalisation timeline at the end of that path, which now runs on the same ten-year basis as other non-EU, non-CPLP nationalities.

I am Brazilian. Which rule applies to me?

Brazil is a CPLP member state, so Brazilian nationals fall in the seven-year category rather than the ten-year one. The same applies to nationals of Angola, Cape Verde, Mozambique, Guinea-Bissau, São Tomé and Príncipe, East Timor and Equatorial Guinea.

Does time on a student visa count?

Only periods covered by a valid residence title count toward the requirement. How a specific student residence permit is treated depends on its type and continuity, and it is worth checking rather than assuming either way.

Is the A2 language requirement still in place?

Yes. The CIPLE A2 requirement for the routes that carried it, including the grandparent route, is unchanged by this reform.

Can I still apply through Sephardic descent?

No. That route was closed by this reform.

Does a criminal record disqualify me?

The threshold was tightened. Applicants sentenced to three years or more are ineligible. Below that threshold the analysis is more nuanced and depends on the offence and its treatment under Portuguese law.

Did processing times change?

No. The law changed who qualifies and after how long. It did not change the capacity of the Conservatória dos Registos Centrais, and current processing times are unaffected by it.

This article describes Lei Orgânica n.º 1/2026, in force from 19 May 2026, and is written for general information. It is not legal advice on any individual situation, and eligibility turns on facts specific to each applicant. Last reviewed [date].

VERIFY BEFORE PUBLISHING – FOUR POINTS

1. The "before" column states a uniform five-year requirement. Some reporting describes the previous CPLP figure as three years. Correct the single table row and the corresponding sentence if the primary text says otherwise.
2. The transitional-provisions section is deliberately written without a firm conclusion, because reporting indicates the law does not specify grandfathering and this is the question with the greatest consequence for readers. Replace with the precise position once confirmed — this section alone will drive a meaningful share of enquiries.
3. The great-grandchild route's evidentiary standard for "genuine connection" needs confirming against the text.
4. The article deliberately omits the rule on children born in Portugal, because sources give three, four and five years for the parental residence precondition. Add it as a further section once resolved — it is a high-demand topic for the Brazilian and Indian communities in particular.

Two deliberate choices in this draft worth keeping

It opens by admitting the public record is unreliable. That is unusual for law firm content and it is the most persuasive paragraph on the page. It positions Navi as the correction rather than another voice in the pile, and it gives a concrete reason to trust this page over the fifty others competing for the same query.

The "who this does not affect" section comes before the sales-relevant material. Telling a reader with a Portuguese grandparent that this reform does not concern them, early and clearly, costs nothing — they were never a naturalisation client — and buys disproportionate credibility with the readers who *are* affected.

Artigo 02 – Português

Not a translation of the English piece. A companion written for the segment the diagnostic identified as largest and entirely unaddressed: CPLP nationals, predominantly Brazilian, searching in Portuguese.

The English article explains the reform to everyone. This one answers the question the 484,596-strong Brazilian community is actually typing: *what does this mean for me specifically*. Different structure, different emphasis, roughly 1,200 words. It carries its own `hreflang` pairing to the English version.

PASTE-READY · /PT/INSIGHTS/LEI-NACIONALIDADE-2026

PT · ~1,200 PALAVRAS

Nova lei da nacionalidade: o que muda para cidadãos da CPLP

Por Diana Silva Andrade, Advogada · Ordem dos Advogados
n.º [número] · Última revisão [data]

Em resumo: a Lei Orgânica n.º 1/2026 entrou em vigor a 19 de maio de 2026. Para nacionais dos países da CPLP — incluindo o Brasil, Angola, Cabo Verde e Moçambique — o tempo de residência legal exigido para a naturalização passa a ser de **sete anos**. A contagem passa a iniciar-se na data em que o primeiro título de residência foi *emitido*, e não na data em que foi pedido.

Se vive em Portugal e contava pedir a nacionalidade ao fim de cinco anos, a data que tinha em mente provavelmente mudou. Este artigo explica o que mudou, o que não mudou, e como fazer a nova contagem.

Porque é que há tanta informação contraditória

A lei demorou sete meses a ficar fechada e o percurso foi público. A Assembleia da República aprovou uma versão em outubro de 2025. A 15 de dezembro de 2025, o Tribunal Constitucional considerou quatro normas inconstitucionais e devolveu o diploma. O Parlamento reformulou o texto, retirou ou alterou essas normas, e voltou a aprová-lo a 1 de abril de 2026 por maioria de dois terços. O Presidente da República promulgou-o a 3 de maio de 2026 e o diploma entrou em vigor a 19 de maio de 2026.

Grande parte do que está publicado na internet descreve versões que nunca chegaram a vigorar. Se leu alguma coisa sobre esta reforma entre junho de 2025 e abril de 2026, é bastante provável que já não corresponda ao que está em vigor. O que se

segue descreve a lei tal como se aplica aos pedidos apresentados a partir de 19 de maio de 2026.

O que mudou, em concreto

SITUAÇÃO	ANTES	A PARTIR DE 19/05/2026
Naturalização — nacionais da CPLP e da UE	5 anos de residência legal	7 anos de residência legal
Naturalização — restantes nacionalidades	5 anos de residência legal	10 anos de residência legal
Início da contagem do prazo	Data do pedido do título	Data de emissão do primeiro título
Filho de cidadão português	Atribuição à nascença	Sem alteração
Neto de cidadão português	CIPLE A2 e ligação efetiva	Sem alteração
Bisneto de cidadão português	Não previsto	Nova via — 5 anos de residência legal e ligação à comunidade
Via sefardita	Disponível	Encerrada
Antecedentes criminais	Limiar mais elevado	Inelegível com pena de 3 anos ou superior

A mudança na contagem é a que mais surpreende

O aumento do prazo é o que aparece nos títulos das notícias. A alteração que na prática afeta mais pessoas é a segunda: a residência passa a contar-se a partir da data em que o primeiro título de residência foi emitido, e não a partir da data em que foi requerido.

Por causa da pendência que a AIMA herdou do antigo SEF, a diferença entre essas duas datas tem sido frequentemente de um ano ou mais. Quem requereu o título no início de 2022 e só o recebeu em meados de 2023 perde, nesta nova contagem, esse período — apesar de ter permanecido legalmente em território nacional durante todo esse tempo.

A lei também clarifica o que conta como residência: apenas os períodos cobertos por um título de residência ou autorização de trabalho válidos. O tempo de espera de uma

manifestação de interesse, ou de um pedido pendente sem título emitido, não conta para este efeito.

Se está a planear com base numa data concreta, o primeiro passo é verificar a data de emissão que consta do seu primeiro cartão de residência. Não a data em que entregou o pedido, nem a data em que chegou a Portugal. É essa a data que passa a contar.

O que não mudou

A reforma alterou a naturalização, ou seja, a via baseada no tempo de residência. Não alterou as duas principais vias por descendência:

- **Filho de cidadão português.** A nacionalidade continua a ser atribuída à nascença quando, à data do nascimento, um dos progenitores era cidadão português. Sem requisito de residência e sem requisito de língua.
- **Neto de cidadão português.** Mantêm-se o requisito de língua CIPLE nível A2 e a demonstração de ligação efetiva à comunidade portuguesa, nos mesmos termos.

Se o seu pedido assenta num pai, mãe ou avô português, esta reforma não altera a sua posição. Os prazos de decisão da Conservatória dos Registos Centrais também não foram alterados pelo diploma — a lei mudou quem tem direito e ao fim de quanto tempo, não a capacidade de resposta dos serviços.

A nova via para bisnetos

Foi criada uma via que antes não existia. Os bisnetos de cidadãos portugueses passam a poder requerer a nacionalidade desde que residam legalmente em Portugal há pelo menos cinco anos e demonstrem uma ligação efetiva à comunidade portuguesa.

É uma abertura relevante para famílias cuja ascendência portuguesa está uma geração mais atrás do que as regras anteriores alcançavam — situação frequente no Brasil, onde a descendência de emigrantes portugueses em terceira e quarta geração é comum. Note-se, porém, que se trata de uma via assente em residência: cinco anos de residência legal em Portugal são pressuposto, o que a torna substancialmente diferente das vias de filho e neto.

E os pedidos já entregues?

É a primeira pergunta de quase toda a gente e merece uma resposta rigorosa, e não tranquilizadora.

A lei aplica-se aos pedidos apresentados a partir de 19 de maio de 2026. Quem já tinha entregue um pedido completo antes dessa data enquadra-se no regime anterior. Quem residia em Portugal e contava o prazo de cinco anos mas ainda não tinha

apresentado o requerimento fica dependente do que o texto estabelece em matéria de disposições transitórias.

Esta distinção não deve ser presumida em nenhum dos sentidos. É o ponto com maior impacto prático para quem já vive em Portugal e depende do texto concreto do diploma, não de princípios gerais.

O que fazer agora

- **Verifique a data de emissão do seu primeiro título.** É a partir dela que passa a contar-se o prazo.
- **Confirme o seu enquadramento.** Nacionais da CPLP e da UE estão no prazo de sete anos; as restantes nacionalidades, em dez.
- **Verifique se tem ascendência portuguesa.** Um pai, mãe ou avô português altera completamente a análise, e essas vias não foram tocadas.
- **Refaça as contas antes de tomar decisões que dependam da data antiga.** Compra de casa, matrículas escolares e mudanças de emprego são frequentemente planeadas em função de uma data que agora se deslocou.

Perguntas frequentes

Sou brasileiro. Aplicam-se-me os sete ou os dez anos?

O Brasil é Estado membro da CPLP, pelo que os cidadãos brasileiros se enquadram no prazo de sete anos. O mesmo se aplica a nacionais de Angola, Cabo Verde, Moçambique, Guiné-Bissau, São Tomé e Príncipe, Timor-Leste e Guiné Equatorial.

O tempo em que estive com manifestação de interesse conta?

Apenas contam os períodos cobertos por título de residência válido. O tempo de espera sem título emitido não conta para este efeito.

Mantém-se a exigência de português A2?

Sim. O requisito CIPLE de nível A2 mantém-se nas vias em que já era exigido.

Sou titular de Autorização de Residência para Investimento. Perco alguma coisa?

Os direitos de residência, renovação, circulação e reagrupamento familiar mantêm-se. O que muda é o prazo até à naturalização no final desse percurso.

Os prazos da Conservatória mudaram?

Não. A lei alterou os requisitos, não a capacidade de resposta dos serviços.

Este artigo descreve a Lei Orgânica n.º 1/2026, em vigor desde 19 de maio de 2026, e destina-se a informação geral. Não constitui aconselhamento jurídico sobre qualquer

situação individual. A elegibilidade depende de factos próprios de cada caso. Última revisão [data].

REVISÃO NECESSÁRIA

Além dos quatro pontos assinalados na secção A, este texto precisa de uma leitura por um jurista de língua materna portuguesa. Foi escrito em português europeu, com vocabulário jurídico e registral PT-PT, para um público maioritariamente brasileiro — um equilíbrio deliberado mas delicado. Verificar em particular: *título de residência* versus *autorização de residência* na frase sobre a contagem, a designação correta da via sefardita no diploma, e se a formulação sobre disposições transitórias reflete o texto final.

Why this is a separate article rather than a translation

The English piece has to serve Americans on a Golden Visa, Britons in the Algarve and Indians on work permits simultaneously, so it explains the whole reform evenly. The Portuguese piece serves one segment with one dominant question, so it leads with the seven-year answer in the first sentence, and spends its FAQ on *manifestação de interesse* and CPLP membership rather than on the routes that segment does not use.

Machine-translating the English article would have produced something that ranked for nothing and read as foreign to the audience it was written for. Two articles, properly paired with `hreflang`, is the correct structure — and it doubles the indexable surface for the same underlying research.

Service page – Portuguese nationality

The highest-priority of the six pillar pages that replace `/service`. Built to the eleven-point template, so it works as an organic landing page, an ad destination and an AI citation source at once.

PASTE-READY · `/PORTUGUESE-NATIONALITY`

EN · ~1,150 WORDS

Portuguese nationality and citizenship

Reviewed by Diana Silva Andrade, Advogada · Ordem dos Advogados reg. [number] · Last reviewed [date]

What this covers: Navi prepares and files Portuguese nationality applications — by naturalisation, by descent from a Portuguese parent, grandparent or great-grandparent, and by marriage or civil partnership. Since Lei Orgânica n.º 1/2026 took effect on 19 May 2026, naturalisation requires ten years' legal residence, or seven for EU and CPLP nationals. Descent routes were not changed.

Who this is for

- Residents of Portugal approaching the residence threshold for naturalisation.
- People with a Portuguese parent, grandparent or great-grandparent, wherever they live.
- Spouses and civil partners of Portuguese citizens.
- Anyone whose planned application date has moved because of the 2026 reform and who needs the position recalculated.

Who this is not for

Stating this plainly saves everyone time:

- **Sephardic descent applicants.** That route was closed by the 2026 reform. We cannot file it and neither can anyone else.
- **Anyone seeking a route without legal residence or Portuguese ancestry.** There is not one. Firms suggesting otherwise are describing something that does not exist.
- **Applicants sentenced to three years' imprisonment or more.** The 2026 reform makes this a bar to naturalisation.

The routes, and what each requires

ROUTE	CORE REQUIREMENT	LANGUAGE / CONNECTION
Naturalisation	10 years' legal residence, or 7 for EU and CPLP nationals, counted from issue of the first residence permit	CIPLE A2
Child of a Portuguese citizen	One parent Portuguese at the time of your birth	None
Grandchild	Portuguese grandparent, documented through the civil registry	CIPLE A2 and effective connection
Great-grandchild	Portuguese great-grandparent and 5 years' legal residence in Portugal	Demonstrated connection
Marriage or civil partnership	Marriage or partnership with a Portuguese citizen, subject to duration and other conditions	Varies by route

Documents you will need

The exact set depends on the route and on where documents originate, but every application draws on the same categories:

- ☐ Birth certificate, apostilled or legalised, and translated where required
- ☐ Passport and current residence title, with the issue date visible
- ☐ Criminal record certificates from Portugal and from every country of residence over the relevant period
- ☐ CIPLE A2 certificate, or an accepted equivalent, where the route requires it
- ☐ Proof of legal residence covering the full qualifying period
- ☐ For descent routes: the Portuguese ancestor's birth or marriage record, traced through the Portuguese civil registry

- ☐ For marriage routes: the marriage certificate, transcribed into the Portuguese registry where it was celebrated abroad

The document that most often causes delay is the foreign criminal record certificate, because validity periods are short and apostille processes are slow in several jurisdictions. It is usually the item to start first, not last.

How the process runs

1. **Assessment.** We establish which route applies and, for naturalisation, calculate the qualifying period from the issue date of your first residence permit. This is where most surprises surface.
2. **Document plan.** A written list of what is needed, from where, in what order, with the items that expire flagged.
3. **Registry research,** for descent routes — locating the ancestor's records in the Portuguese civil registry, which is frequently the longest stage.
4. **Preparation and filing** with the Conservatória dos Registos Centrais.
5. **Follow-up** — responding to requests for further evidence and monitoring progress.
6. **Registration** of the decision, and then the practical steps: citizen card, passport.

Decision times at the Conservatória vary considerably and are not something any lawyer controls. The 2026 reform changed eligibility rules; it did not change processing capacity. We will tell you what is currently typical for your route, and we will not promise a date.

What this costs

Two separate things, and they should never be quoted as one number:

- **Official fees** payable to the Conservatória, plus certificate, apostille, translation and CIPLE examination costs. These are set externally and we pass them through at cost.
- **Professional fees** for our work, quoted as a fixed fee for the route once we have assessed the case, so you know the figure before you commit.

We give an indicative range at the first consultation and a fixed quote after assessment. If we think you do not need a lawyer for your situation, we will say so.

What can go wrong

Most published material on this topic omits this section. It is the most useful part of the page.

- **The residence count is shorter than expected.** Since the 2026 reform, the clock runs from permit issuance rather than application. Where AIMA took a year or more to issue, that period is lost.
- **Gaps in legal residence.** A lapsed renewal or a period without a valid title can interrupt the qualifying period even where the person remained in Portugal.
- **The ancestor's record cannot be found.** On descent routes, Portuguese civil registry records from the nineteenth and early twentieth centuries are sometimes incomplete, misspelled or held in a parish register rather than centrally.
- **Documents expire mid-process.** Criminal record certificates in particular have short validity, and a sequencing error means paying for them twice.
- **Refusal.** Applications can be refused. Where that happens there are avenues of response, and the right one depends on the ground of refusal.

Common questions

How long do I need to have lived in Portugal?

Since 19 May 2026, ten years for most nationalities and seven for EU and CPLP nationals, counted from the date your first residence permit was issued.

Does my Portuguese grandparent still count?

Yes. The grandparent route was not changed by the 2026 reform. It requires CIPLE A2 and evidence of an effective connection to the Portuguese community.

Do I have to give up my current nationality?

Portugal does not require renunciation of another nationality. Whether your own country permits dual nationality is a question for that country's law.

Do I need to live in Portugal for a descent application?

For the parent and grandparent routes, no. The great-grandparent route introduced in 2026 does require five years' legal residence in Portugal.

Can my children be included?

Minor children's positions are assessed alongside a parent's application, and the route available to them depends on the parent's status and on where they were born. It is worth raising at the assessment rather than later.

Can I do this without a lawyer?

For a straightforward parent-descent application with complete documents, many people do. The cases where legal help changes the outcome are those with contested residence periods, missing registry records, refusals, or complex family histories. We will tell you which of those you are.

Which languages do you work in?

Portuguese and English.

Assessments are held online or at our office, in Portuguese or English. If you would like your position assessed under the 2026 rules, you can read the full explainer on the reform or arrange an assessment.

General information only, not legal advice on any individual case. Navi is regulated by the Ordem dos Advogados. Last reviewed [date].

Three things this page does that the current site does not

- **It says who it is not for, twice.** The Sephardic route is closed and there is no route without residence or ancestry — stating both plainly filters out enquiries that would waste intake time, and signals that the firm is not selling hope.
- **It publishes a cost structure without publishing a number.** Separating official fees from professional fees, and committing to a fixed quote after assessment, answers the question every prospect has while keeping pricing flexible. Silence on cost is the most common reason a legal enquiry never starts.
- **It refuses to promise a timeline.** That is both the honest position and the compliant one — the diagnostic noted that promising procedural speed is treated as a breach of the honesty duty under the Ordem's rules. Saying "we will tell you what is typical and we will not promise a date" turns a regulatory constraint into a trust signal.

FAQ schema for this page

Wrap the seven questions above. Add the same pattern to every service page and article.

```

<script type="application/ld+json">
{
  "@context": "https://schema.org",
  "@type": "FAQPage",
  "mainEntity": [
    {
      "@type": "Question",
      "name": "How long do I need to have lived in Portugal to apply for
citizenship?",
      "acceptedAnswer": {
        "@type": "Answer",
        "text": "Since 19 May 2026, ten years for most nationalities and seven
for EU and CPLP nationals, counted from the date your first residence permit was
issued."
      }
    },
    {
      "@type": "Question",
      "name": "Does my Portuguese grandparent still count under the 2026
rules?",
      "acceptedAnswer": {
        "@type": "Answer",
        "text": "Yes. The grandparent route was not changed by the 2026 reform.
It requires CIPLE A2 and evidence of an effective connection to the Portuguese
community."
      }
    }
    /* ... repeat for the remaining five questions ... */
  ]
}
</script>

```

Also add `BreadcrumbList` on this page, and `Article` with `author` and `dateModified` on the two explainers. The organisation and person markup from section 11 of the diagnostic goes in the sitewide head.

F

Advertising assets

Written against both constraints from the diagnostic: no speed or success promises, no direct invitations to contact, no copy that asserts or implies the reader's nationality or status. Every character count verified.

The test every line below had to pass

Ordem dos Advogados: does it promise *celeridade, rapidez ou eficiência processual*? Does it invite contact, including implicitly? Does it claim superiority over other practitioners? If yes to any, it was cut.

Meta Policy 4.3: does it assert or imply the reader's nationality, immigration status or personal circumstances? Does it address the reader in the second person about a protected characteristic? If yes, it was rewritten to describe the *topic* instead of the *person*.

The result is copy that sells information rather than services. That is the correct strategy here regardless of the rules — the diagnostic's finding was that this market is won by whoever explains the 2026 reform most clearly, not by whoever shouts loudest.

Google Search — campaign structure

Four campaigns, split by language and intent. Never one campaign for everything; the diagnostic noted that firms sending paid traffic to a homepage rather than a matched service page reliably underperform the 5.5% legal click-to-lead average.

CAMPAIGN	LANG	AD GROUP FOCUS	LANDING PAGE
Nationality — PT launch first	PT	nacionalidade portuguesa · nova lei · CPLP · prazo naturalização	/pt/insights/lei-nacionalidade-2026 then /pt/nacionalidade-portuguesa
Nationality — EN	EN	portuguese citizenship · nationality law 2026 · by descent	/insights/nationality-law-2026
Residency — EN	EN	d7 visa · d8 visa · residence permit · family reunification	Matching service page per ad group
Investor — EN phase 3	EN	golden visa · IFICI · investor residency	/immigration/golden-visa

Negative keywords to add on day one

grátis · free · gratuito · emprego · jobs · vagas · como fazer sozinho · DIY · template · modelo · curso · course · salário · concurso · estágio · calculadora — plus every competitor brand name unless you deliberately want to bid on them, which is a separate conversation with its own professional-conduct dimension.

Responsive search ads — Portuguese

HEADLINES · 30 CHARACTER LIMIT · ALL VERIFIED

- 24 Nacionalidade Portuguesa
- 24 Nova Lei: Regras de 2026
- 23 Advogada Inscrita na OA
- 25 Prazo de 7 Anos para CPLP
- 19 Lei Orgânica 1/2026
- 23 Requisitos e Documentos
- 27 Contagem do Prazo Explicada
- 21 Vias por Descendência
- 24 Atendimento em Português
- 27 O Que Mudou em Maio de 2026

DESCRIPTIONS · 90 CHARACTER LIMIT

- 76 A Lei Orgânica 1/2026 alterou os prazos de naturalização. Saiba o que mudou.
- 75 Sete anos para nacionais da CPLP. Veja como se conta o tempo de residência.
- 76 Informação preparada e revista por advogada inscrita na Ordem dos Advogados.
- 68 Requisitos, documentos e vias de descendência explicados em detalhe.

Note what is absent: no "peça já", no "processo rápido", no "aprovação garantida", no "o melhor escritório". The strongest asset here is *Advogada Inscrita na OA* — a verifiable regulatory fact that most competitors in this auction cannot claim, since many are consultancies rather than law firms.

Responsive search ads — English

HEADLINES • 30 CHARACTER LIMIT

- 26 Portuguese Nationality Law
- 22 2026 Citizenship Rules
- 20 D7 Visa Requirements
- 26 Portuguese Immigration Law
- 22 Regulated by the Ordem
- 21 Eligibility Explained
- 20 Ten Years, or Seven?
- 22 Residence Permit Rules
- 20 English & Portuguese
- 24 What Changed in May 2026

DESCRIPTIONS • 90 CHARACTER LIMIT

- 77 Lei Orgânica 1/2026 changed the residency requirement. Read what applies now.
- 71 Naturalisation now takes ten years, or seven for EU and CPLP nationals.
- 70 Written and reviewed by a Portuguese lawyer registered with the Ordem.
- 68 Eligibility, documents and the routes unaffected by the 2026 reform.

Ten Years, or Seven? is the highest-performing pattern in this set on expectation: it is the exact question the reform created, it is neutral, and it earns the click by promising an answer rather than a service.

Sitelinks and callouts

Sitelinks

- What changed in 2026 — the reform explainer
- Nationality by descent — routes unaffected
- Documents required — the checklist
- Fees and how we quote — the pricing page

Callout extensions

- Regulated by the Ordem dos Advogados
- Consultations in English and Portuguese
- Fixed fees quoted after assessment
- Immigration, nationality and civil registry

Meta — creative concepts

Three concepts for the Portuguese-language educational campaign that reaches segment 01. All are topic-framed rather than person-framed, which is what keeps them inside Policy 4.3.

CONCEPT 1 • VIDEO • THE CLOCK CHANGE

- **Primary text:** A contagem do prazo para a nacionalidade mudou. Desde 19 de maio de 2026, o tempo conta-se a partir da data de *emissão* do primeiro título de residência — e não da data do pedido. Para muitas pessoas, a diferença é de mais de um ano. Explicação completa no artigo.
- **Headline:** A data que passa a contar
- **CTA:** Saiba mais

Compliant because it describes a legal change, not the viewer. Compare with the rejected version — *"Você é brasileiro e está esperando a cidadania?"* — which asserts nationality and status in the second person and would be disapproved.

CONCEPT 2 • STATIC • THE CORRECTION ANGLE

- **Primary text:** Entre junho de 2025 e abril de 2026 foram publicadas várias versões da lei da nacionalidade que nunca chegaram a vigorar. O texto em vigor desde 19 de maio de 2026 é diferente de grande parte do que está escrito online. Artigo revisto por advogada inscrita na Ordem dos Advogados.
- **Headline:** O que está mesmo em vigor

This is the strongest concept in the set. It converts the confusion created by the legislative process into a reason to trust one source, and it is entirely factual.

CONCEPT 3 • CAROUSEL • WHAT DID NOT CHANGE

- **Primary text:** Nem todas as vias foram alteradas. Filhos e netos de cidadãos portugueses mantêm as regras anteriores. A reforma incidiu sobre a naturalização por tempo de residência. Cinco cartões, cinco situações.
- **Headline:** O que não mudou

Counter-intuitive and therefore high-engagement. It also reaches descent-route prospects, who are a cheaper and faster matter to run than naturalisation.

OPERATIONAL NOTES FOR THE META ACCOUNT

Expect a higher rejection rate than a normal advertiser and build review time into the schedule. Assume social-issue authorisation may be required — complete the identity verification before you need it, not after a rejection. Keep every creative educational and non-advocacy. And check the landing page as carefully as the ad, because Meta's review reads ad text, imagery and destination together.

Listings, outreach and templates

The off-site material. This is what addresses LOC-03 — the finding that Navi has effectively no footprint outside its own website.

Google Business Profile

The diagnostic ranked this as the single highest-return action available, blocked only by the missing address. Once that is published, the profile takes about an hour to set up.

BUSINESS DESCRIPTION • 750 CHARACTER LIMIT	EN • 718 CHARS
Navi is a Portuguese law firm advising foreign nationals on immigration, nationality, civil registry, tax, property and corporate matters. Founded by Diana Silva Andrade, an advogada registered with the Ordem dos Advogados with more than ten years' experience in Portuguese immigration law and a background in tax and corporate practice. We prepare and file residence permit and visa applications, Portuguese nationality applications by naturalisation and by descent, family reunification, marriage transcription and civil registry matters, and advise on tax residency and company formation. Consultations are held in Portuguese and English. Fixed fees are quoted after assessment.	

Profile setup checklist

- ☐ Primary category: **Immigration attorney**. Secondary: Law firm, Legal services, Tax attorney
- ☐ Service areas: Lisbon, Porto, Setúbal, Faro districts — matching where 71.3% of foreign residents live
- ☐ Languages: mark Portuguese and English explicitly
- ☐ Services list: enter each of the fourteen sub-services from the diagnostic individually, not as one entry
- ☐ Photos: office exterior and interior, and a professional portrait of Diana. Profiles with real photographs of an identifiable lawyer outperform stock imagery consistently
- ☐ Products: link each pillar service page as a product entry with its own description
- ☐ Posts: publish the 2026 reform explainer as a Google post the week the profile goes live
- ☐ Q&A: seed the seven questions from the nationality service page and answer them from the business account

Directory submissions

Submit in this order. The first two are the ones that matter most, because they are the sources AI answer engines reuse when asked to recommend a firm.

LISTING	PRIORITY	WHY
Ordem dos Advogados public register	First	The authoritative source for verifying a Portuguese lawyer. Confirm the entry exists and is complete, and link to it from the site footer.
Google Business Profile	First	Local pack, reviews, map presence. Covered above.
Lawzana	High	Appears directly in the "best immigration lawyers in Portugal" results that dominate high-value queries and feed AI answers.
LinkedIn company page	High	Currently absent. Required for the <code>sameAs</code> array in the organisation schema, and the primary channel for segments 03 and 04.
Expat directories	Medium	Portugalist, expat association listings, relocation directories. Where segment 02 looks before searching.
Chambers of commerce	Medium	British-Portuguese, American, Brazilian and Indian bilateral chambers. Cheap credibility and referral flow, particularly for the employer channel.
Legal 500 / Chambers Europe	Later	Submission windows are annual and the bar is high, but the listing is durable and heavily cited.

Use identical name, address and phone formatting on every listing. Inconsistent NAP data is the most common reason local rankings underperform, and it is entirely avoidable if the format is fixed before the first submission.

Review request

Sent at case closure, from Diana rather than from the firm. Reviews feed the map pack, the website and AI answers simultaneously, and Navi currently has none.

EMAIL · SENT AT MATTER CLOSURE	EN — PT VERSION BELOW
Subject: Your application is complete Dear [name],	

Your [nationality application / residence permit / registry matter] is now complete, and it has been a pleasure working with you.

If the process was useful, a short review would genuinely help other people who are trying to work out whether they need a lawyer and who to ask. What helps most is a sentence about the specific thing you needed and how it was handled — that tells someone in the same position far more than a rating does.

[review link]

If anything about the process could have been better, I would rather hear it directly. Either way, thank you.

Diana

EMAIL • VERSÃO PORTUGUESA

PT

Assunto: O seu processo está concluído

Cara/o [nome],

O seu processo de [nacionalidade / autorização de residência / registo civil] está concluído. Foi um gosto trabalhar consigo.

Se a experiência foi útil, uma avaliação curta ajudaria bastante outras pessoas que estão a tentar perceber se precisam de advogado e a quem recorrer. O que mais ajuda é uma frase sobre aquilo de que precisava em concreto e como foi tratado — isso diz muito mais a quem está na mesma situação do que uma classificação.

[link para avaliação]

Se houver algo que possa ser melhorado, prefiro sabê-lo diretamente. De qualquer forma, obrigada.

Diana

Newsletter — first issue

The owned channel, and the only one immune to both compliance walls. Seed the list from the document-checklist download, then send monthly.

EMAIL • MONTHLY LEGAL UPDATE

TEMPLATE

Subject: What changed in Portuguese immigration law this month

Opening — three sentences maximum. What changed, when it took effect, and who it affects. If nothing changed, say so; a month with no developments is itself useful information and builds the habit of opening.

1 · The change

The development, the instrument, the date. One paragraph. Link to the full article.

2 · What it means in practice

Two or three concrete situations. This is the section people read.

3 · From the running timeline

Anything else updated this month, as a short list, linking to the maintained timeline hub.

4 · A question worth answering

One real question received from a client or a community forum, answered properly. This section doubles as future FAQ content and is the cheapest article research available.

Sign-off from Diana by name. No pitch, no offer, no invitation to book — the value is the information, and the compliance position is cleaner without it.

What is in this pack, and what still is not

Written and ready

- ☐ Metadata for all six existing pages plus three new ones
- ☐ The English reform explainer, ~1,450 words
- ☐ The Portuguese CPLP companion, ~1,200 words
- ☐ The nationality service pillar page, ~1,150 words
- ☐ FAQPage schema pattern
- ☐ Google RSA assets in both languages, character-verified
- ☐ Three Meta creative concepts, policy-checked
- ☐ Campaign structure and negative keyword list
- ☐ Google Business Profile description and setup checklist
- ☐ Directory submission order
- ☐ Review request in both languages
- ☐ Newsletter template

Still to commission

- ☐ Pieces 04–24 from the content plan — the remaining twenty-one
- ☐ The five other service pillar pages
- ☐ The Law 61/2025 explainer, which is the second-most valuable article available
- ☐ The maintained timeline hub, piece 24
- ☐ Diana's author page
- ☐ The fee page
- ☐ The document checklist lead magnet
- ☐ Six YouTube scripts
- ☐ PT translations of the remaining priority pages

If only one thing gets published

Publish the Portuguese article. It addresses the largest segment in the market — 484,596 Brazilian residents plus the Angolan and Cape Verdean communities — on the one question that segment is asking right now, in the language it searches in, on a site that currently has no Portuguese content at all and therefore no competition from itself. It is the highest-return single page Navi can put online this month.

Then fix the address and the bar registration, because without those the article converts far worse than it should.

Companion to the navi.pt SEO and AEO diagnostic, August 2026. All copy is draft and requires review by a qualified Portuguese lawyer before publication. Legal summaries reflect public reporting as at 6 August 2026 and must be verified against the primary instruments as published in the *Diário da República*. The advertising copy is written to be conservative under the Ordem dos Advogados' rules on advertising and client solicitation; confirm the current position with the Ordem before launching paid campaigns.

Navi content pack

Prepared 6 August 2026. Read alongside the diagnostic, which contains the twenty-eight findings this material is written to address, the persona definitions the copy is targeted at, and the ninety-day sequence it fits into.

Draft copy · not legal advice · verify all legal statements against primary sources before publication.